

VENTURA COUNTY ECONOMIC FORECAST

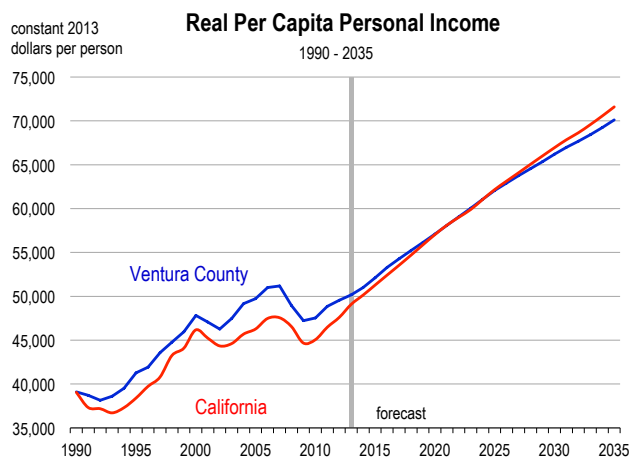
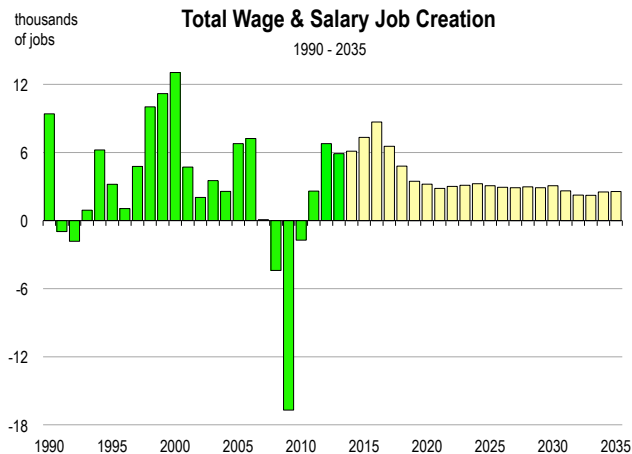
Ventura County, located immediately northwest of Los Angeles County, has historically served as a bedroom community for the San Fernando and San Gabriel Valleys. However, with the growth of the technology corridor – which stretches along Highway 101 from Woodland Hills to Camarillo – the county has evolved into a jobs center of its own, and is now an established hub for the information technology and biotechnology industries. In addition, Ventura County also has a strong labor market presence in healthcare, financial services, defense, and agriculture.

Ventura County has a population of 840,000 people and a total of 314,000 wage and salary jobs. The average salary per worker is \$62,514 and the income per capita is \$50,185.

In 2013, job growth accelerated across Southern California, with total employment advancing by 2.7 percent. Ventura County added 5,900 jobs, representing an increase of 1.9 percent. The unemployment rate improved substantially, dropping from 9.0 percent in 2012 to 7.8 percent in 2013.

In 2013, the largest employment gains were observed in education and healthcare (+1,500 jobs), professional and business services (+1,400 jobs), wholesale and retail trade (+1,400 jobs), and leisure and hospitality (+1,000 jobs). The only sector with substantial losses was financial activities (-700 jobs).

From 2008-2013, the Ventura County population increased at an annual average rate of 0.7 percent. This growth was due entirely to the natural increase (new births), as overall net migration was negative.



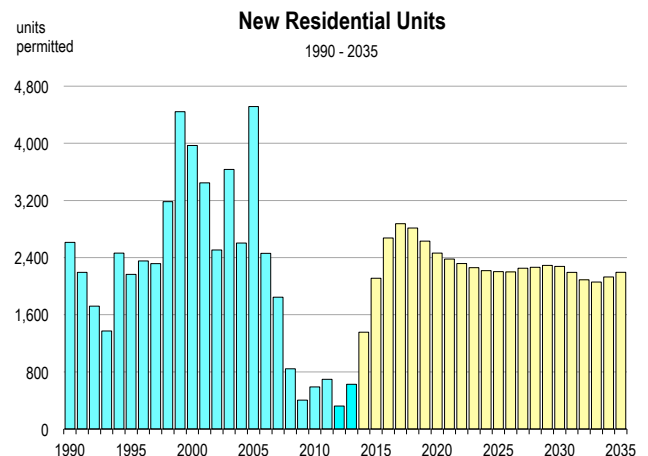
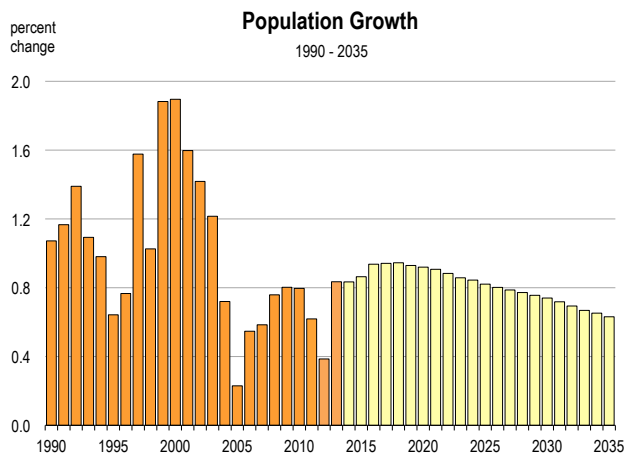
FORECAST HIGHLIGHTS

- In 2014, total employment will increase by 1.9 percent. Over the entire 2014-2019 period, the annual growth rate is expected to average 1.9 percent per year.
- Average salaries are currently below the California state average, and will remain so throughout the forecast period. In Ventura County, inflation-adjusted salaries will rise at an average rate of 1.1 percent per year from 2014 to 2019.
- Employment growth is expected to be strongest in construction (+5,000 jobs), education and healthcare (+4,700 jobs), leisure and hospitality (+4,500 jobs), and professional services (+4,100 jobs). Together, these sectors will account for 59 percent of net job creation over the 2014-2019 period.
- Population growth will remain moderate over the forecast period. Between 2014 and 2019, growth will average 0.9 percent per year.
- Net migration will rise through 2019, with an average of 2,600 persons entering the county each year.
- Real per capita income will rise by 1.7 percent in 2014. An annual average increase of 1.9 percent is forecasted from 2014 to 2019.
- Total taxable sales, adjusted for inflation, are projected to increase by an average of 3.0 percent per year from 2014 to 2019.
- Industrial production is expected to rise by 3.3 percent in 2014. From 2014 to 2019, the growth rate of industrial production will average 3.9 percent per year.
- Farm production is forecasted to increase by 1.1 percent per year between 2014 and 2019. The principal crop in the county is the strawberry.

Ventura County Economic Forecast

2006-2013 History, 2014-2040 Forecast

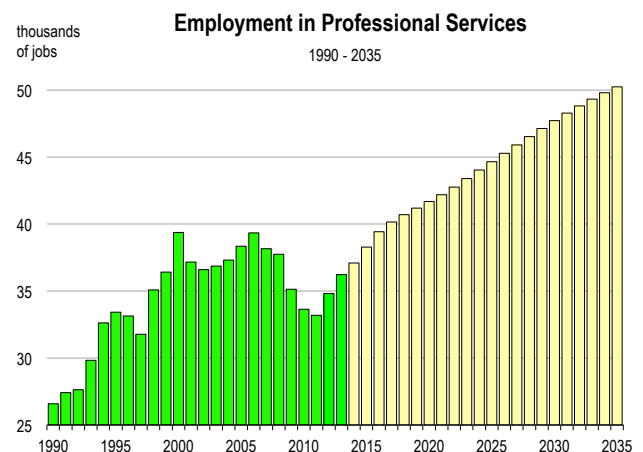
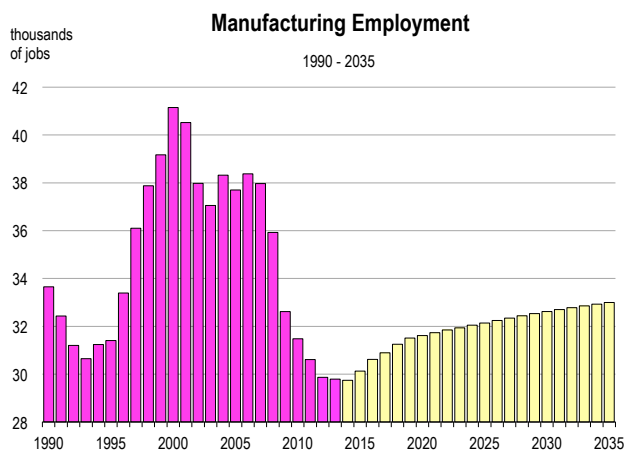
	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Total Taxable Sales (billions)	Personal Income (billions)	Real Per Capita Income (dollars)	Inflation Rate (% change in CPI)	Real Farm Crop Value (billions)	Real Industrial Production (billions)	Unemploy- ment Rate (percent)
2006	801,225	-3,069	760	260.3	2,461	\$12.3	\$35.9	\$51,012	4.3	1.72	7.4	4.3
2007	805,911	-2,869	756	263.6	1,847	\$12.2	\$37.5	\$51,177	3.3	1.71	7.6	4.9
2008	812,028	-1,044	753	265.1	842	\$11.3	\$37.4	\$48,958	3.5	1.72	7.7	6.3
2009	818,546	-400	751	266.5	404	\$9.9	\$36.0	\$47,219	-0.8	1.74	7.2	9.9
2010	825,061	276	754	266.9	590	\$10.2	\$37.0	\$47,531	1.2	1.97	6.8	10.8
2011	830,164	-843	750	267.4	697	\$11.0	\$39.3	\$48,848	2.7	1.90	6.8	10.1
2012	833,366	-2,435	751	268.1	322	\$12.0	\$40.8	\$49,550	2.0	1.99	7.0	9.0
2013	840,320	1,360	756	268.7	627	\$12.9	\$42.2	\$50,185	1.1	2.06	7.1	7.8
2014	847,325	1,648	765	269.4	1,356	\$13.5	\$44.0	\$51,016	1.7	2.11	7.4	6.7
2015	854,643	1,971	775	270.7	2,111	\$14.4	\$46.3	\$52,123	2.2	2.14	7.7	6.1
2016	862,646	2,563	787	272.7	2,675	\$15.2	\$48.5	\$53,300	1.5	2.18	8.0	5.5
2017	870,767	2,655	796	275.2	2,875	\$15.8	\$50.5	\$54,293	1.3	2.20	8.3	5.2
2018	878,993	2,778	804	277.9	2,814	\$16.3	\$52.5	\$55,228	1.2	2.22	8.6	5.0
2019	887,159	2,808	812	280.6	2,631	\$16.8	\$54.6	\$56,161	1.3	2.23	8.9	4.8
2020	895,316	2,920	818	283.1	2,463	\$17.3	\$56.7	\$57,111	1.2	2.23	9.2	4.7
2021	903,434	3,028	825	285.4	2,380	\$17.9	\$59.0	\$58,095	1.4	2.23	9.5	4.7
2022	911,411	3,020	832	287.6	2,317	\$18.5	\$61.4	\$59,081	1.5	2.24	9.8	4.7
2023	919,226	2,983	839	289.8	2,259	\$19.1	\$63.8	\$60,058	1.4	2.25	10.2	4.6
2024	926,985	2,982	845	291.9	2,217	\$19.7	\$66.4	\$61,074	1.4	2.26	10.5	4.6
2025	934,591	2,887	852	294.0	2,204	\$20.4	\$69.0	\$62,070	1.4	2.26	10.8	4.6
2026	942,083	2,835	857	296.1	2,200	\$21.1	\$71.5	\$62,935	1.4	2.26	11.1	4.6
2027	949,494	2,817	862	298.2	2,251	\$21.8	\$74.0	\$63,742	1.4	2.26	11.5	4.5
2028	956,821	2,793	866	300.3	2,264	\$22.6	\$76.5	\$64,554	1.4	2.26	11.9	4.5
2029	964,051	2,745	871	302.4	2,291	\$23.5	\$79.2	\$65,369	1.4	2.26	12.3	4.5
2030	971,183	2,691	877	304.6	2,277	\$24.4	\$81.9	\$66,211	1.4	2.26	12.8	4.4
2031	978,156	2,561	882	306.7	2,193	\$25.4	\$84.7	\$66,994	1.4	2.25	13.2	4.4
2032	984,939	2,394	888	308.8	2,089	\$26.3	\$87.3	\$67,692	1.4	2.26	13.7	4.4
2033	991,518	2,207	893	310.8	2,058	\$27.3	\$90.1	\$68,432	1.4	2.27	14.2	4.4
2034	997,983	2,114	898	312.7	2,129	\$28.2	\$93.1	\$69,240	1.4	2.27	14.7	4.4
2035	1,004,279	1,977	904	314.7	2,194	\$29.2	\$96.1	\$70,111	1.4	2.27	15.2	4.4
2036	1,010,550	1,959	910	316.8	2,245	\$30.1	\$99.3	\$70,979	1.4	2.28	15.7	4.4
2037	1,016,682	1,827	916	318.9	2,259	\$31.1	\$102.6	\$71,867	1.4	2.28	16.3	4.4
2038	1,022,698	1,717	923	321.0	2,290	\$32.0	\$105.9	\$72,756	1.4	2.26	16.8	4.4
2039	1,028,652	1,662	930	323.2	2,323	\$32.9	\$109.3	\$73,625	1.4	2.27	17.4	4.4
2040	1,034,626	1,695	937	325.4	2,285	\$33.9	\$112.8	\$74,487	1.4	2.27	18.0	4.4

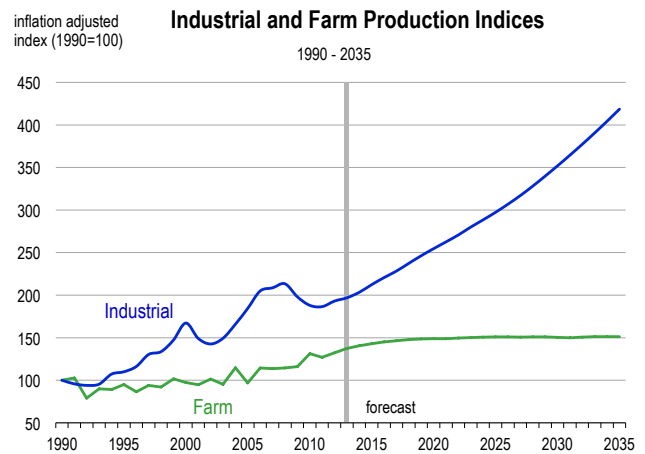
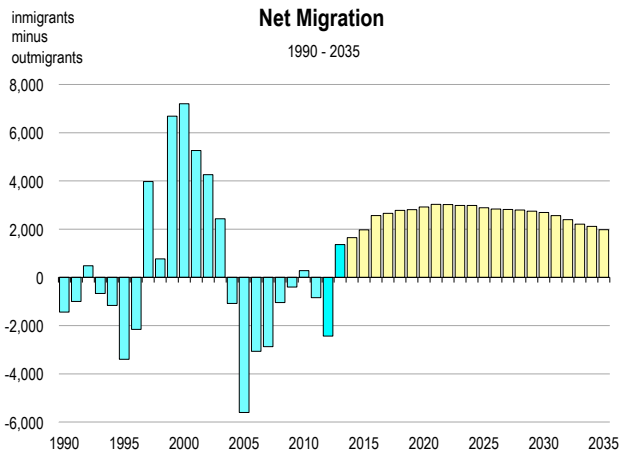
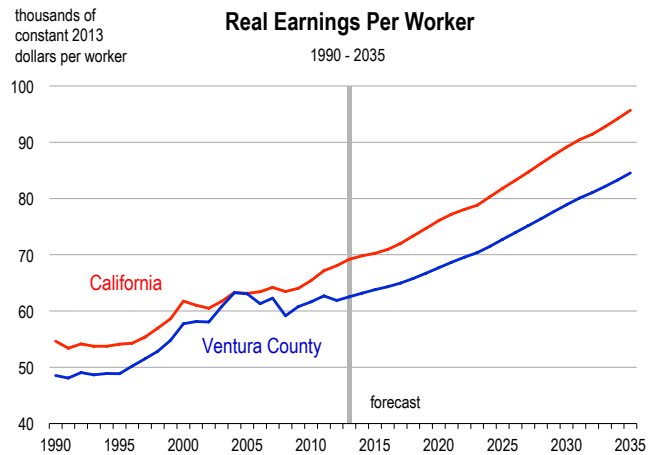
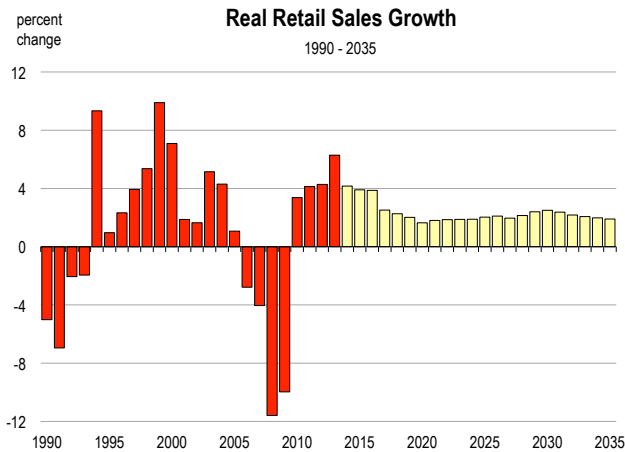


Ventura County Employment Forecast

2006-2013 History, 2014-2040 Forecast

	Total Wage & Salary	Farm	Construction	Manufac- turing	Transportation & Utilities	Wholesale & Retail Trade	Financial Activities	Professional Services	Information	Health & Education	Leisure	Government
	-----employment (thousands of jobs)-----											
2006	321.8	22.93	20.5	38.4	6.1	50.3	24.0	39.3	6.0	30.0	30.5	42.5
2007	321.8	23.99	18.8	38.0	6.1	50.6	22.7	38.2	5.8	31.6	32.0	43.0
2008	317.4	25.08	16.7	35.9	6.0	50.1	21.1	37.8	5.6	33.4	31.5	43.1
2009	300.7	24.00	13.2	32.6	5.4	47.1	20.5	35.1	5.3	34.3	29.8	42.9
2010	299.0	24.43	11.3	31.5	5.3	47.8	20.3	33.6	5.1	34.7	30.3	44.2
2011	301.6	25.24	11.3	30.6	5.5	48.8	20.4	33.2	4.9	35.5	31.4	44.4
2012	308.4	27.09	11.8	29.9	5.7	49.9	19.6	34.8	5.1	37.5	32.7	43.6
2013	314.3	27.68	12.4	29.8	5.8	51.3	18.9	36.2	5.1	39.0	33.7	43.6
2014	320.4	28.69	13.1	29.7	5.8	52.2	18.7	37.1	5.3	39.9	34.7	44.1
2015	327.7	29.40	13.9	30.1	5.9	53.1	19.1	38.3	5.3	40.8	35.9	44.6
2016	336.4	29.85	16.0	30.6	5.9	54.1	19.7	39.4	5.4	41.7	37.1	45.2
2017	343.0	30.30	17.6	30.9	6.0	54.7	19.9	40.2	5.5	42.6	38.2	45.6
2018	347.8	30.62	18.1	31.2	6.0	55.3	20.1	40.7	5.6	43.6	38.8	46.0
2019	351.2	30.85	18.1	31.5	6.0	55.7	20.2	41.2	5.8	44.6	39.2	46.3
2020	354.4	31.06	18.0	31.6	6.1	56.1	20.3	41.7	5.9	45.6	39.4	47.0
2021	357.3	31.08	18.1	31.7	6.1	56.6	20.2	42.2	5.9	46.6	39.6	47.3
2022	360.3	31.07	18.4	31.8	6.1	57.1	20.3	42.8	6.0	47.5	39.7	47.7
2023	363.4	31.24	18.4	31.9	6.2	57.6	20.3	43.4	6.0	48.5	39.7	48.1
2024	366.7	31.35	18.6	32.0	6.2	58.1	20.3	44.0	6.1	49.3	39.9	48.5
2025	369.7	31.45	18.7	32.1	6.2	58.6	20.4	44.7	6.2	50.2	40.0	49.0
2026	372.7	31.51	18.8	32.2	6.3	59.1	20.4	45.3	6.2	51.0	40.0	49.5
2027	375.6	31.51	18.9	32.3	6.3	59.6	20.4	45.9	6.3	51.7	40.1	50.0
2028	378.5	31.48	19.2	32.4	6.3	60.2	20.4	46.5	6.3	52.4	40.2	50.4
2029	381.4	31.51	19.3	32.5	6.4	60.8	20.5	47.1	6.4	53.1	40.3	50.9
2030	384.5	31.51	19.6	32.6	6.4	61.5	20.5	47.7	6.4	53.8	40.4	51.4
2031	387.1	31.40	19.8	32.7	6.4	62.1	20.5	48.3	6.5	54.3	40.5	51.8
2032	389.4	31.31	19.8	32.8	6.4	62.7	20.6	48.8	6.5	54.8	40.6	52.2
2033	391.6	31.47	19.7	32.9	6.5	63.2	20.6	49.3	6.6	55.2	40.7	52.7
2034	394.1	31.56	19.9	32.9	6.5	63.7	20.6	49.8	6.7	55.7	40.7	53.1
2035	396.7	31.61	20.1	33.0	6.5	64.2	20.7	50.2	6.7	56.2	40.8	53.6
2036	399.2	31.56	20.6	33.1	6.6	64.7	20.7	50.7	6.8	56.6	40.9	54.0
2037	401.7	31.68	20.9	33.1	6.6	65.1	20.8	51.1	6.8	57.0	41.0	54.5
2038	403.9	31.68	21.1	33.2	6.6	65.5	20.9	51.6	6.9	57.3	41.0	54.9
2039	405.9	31.46	21.4	33.2	6.7	65.9	21.0	52.0	6.9	57.5	41.1	55.4
2040	408.1	31.54	21.7	33.3	6.7	66.3	21.0	52.5	7.0	57.8	41.2	55.8





County Economic and Demographic Indicators

Projected Economic Growth (2014-2019)

Expected retail sales growth:	15.4%
Expected job growth:	9.6%
Fastest growing jobs sector:	Construction
Expected personal income growth:	15.3%

Expected population growth:	4.7%
Net migration to account for:	32.1%
Expected growth in number of vehicles:	6.2%

Demographics (2014)

Unemployment rate (April 2014):	6.1%
County rank* in California (58 counties):	12th
Working age (16-64) population:	65.4%

Population with B.A. degree or higher:	31.1%
Median home selling price (2013):	\$429,000
Median household income:	\$73,594

Quality of Life

Violent crime rate (2012):	200 per 100,000 persons
County rank* in California (58 counties):	6th
Average commute time to work (2014):	27.1 minutes

High school drop out rate (2012):	12.5%
Households at/below poverty line (2014):	8.0%

* The county ranked 1st corresponds to the lowest rate in California